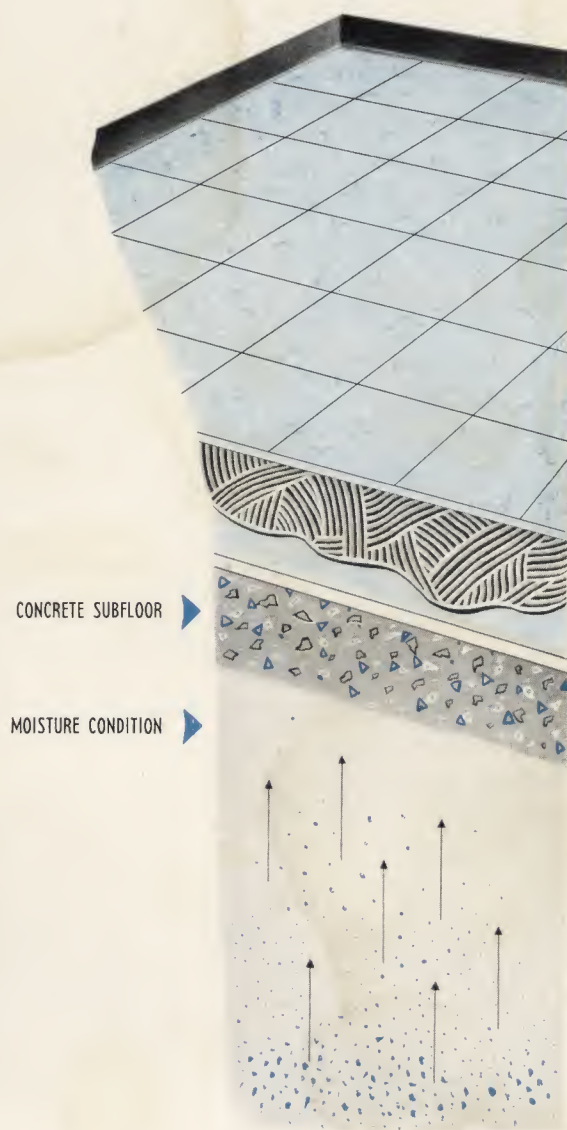


Rooms for Better Living

in Basements and Basementless houses

First step for better living in basements and basementless houses



Armstrong's Asphalt Tile solves the flooring problem when concrete floors are in direct contact with the ground

There's a special flooring problem in basements and basementless houses because the subfloor usually is a concrete slab directly on the ground. The alkaline moisture that's always present to some degree in this type of concrete subfloor causes ordinary flooring materials to deteriorate. The concrete slab acts like a wick in drawing

up moisture from the ground. This moisture dissolves some of the lime in the concrete and comes to the surface as an alkaline solution. The alkaline moisture normally evaporates before it's noticeable, but when the concrete is covered with a flooring material, the moisture can't evaporate so quickly as it accumulates.

The same problem of alkaline moisture may also be encountered where a concrete floor is suspended as much as a foot or so above the ground. Unless the space between the ground and the subfloor is well ventilated, the trapped air becomes moist. Then, the moisture in the air will be drawn up by the concrete the same as from the earth. To make it practical to have attractive floors under these conditions, Armstrong developed a special flooring material . . . Armstrong's Asphalt Tile. It will not make a floor waterproof, but its beauty and service are not harmed by alkaline moisture.

A FLOOR THAT'S EASY TO CLEAN

The smooth, lustrous surface of a floor of Armstrong's Asphalt Tile reduces cleaning time and effort to a minimum. Dust and dirt can be swept up quickly. Spilled foods and beverages can be wiped up without leaving a trace. Even cigarette burns are easily removed. Occasional washing and waxing is all the care required to keep this floor sparkling clean.

A FLOOR THAT CAN TAKE HARD WEAR

Armstrong's Asphalt Tile keeps its beauty in spite of rough usage. It's not harmed by spilled water and suds in a laundry room. It provides an excellent floor for dancing in a recreation room. Its tough composition makes it a rugged floor that can take the scuffing of children's playtime activities. Because the colors go through the entire thickness of Armstrong's Asphalt Tile, the design can't wear off. If a tile should be damaged by an accident, it can be replaced economically. The many years of service you can expect from a floor of Armstrong's Asphalt Tile make it a most economical buy.



A FLOOR YOU CAN USE WITH RADIANT HEATING

Many basementless homes have radiant heating systems. Most of these systems use heating pipes imbedded in a concrete subfloor. For a number of years Armstrong's Research Laboratories have conducted tests of radiant heating installations throughout the country. The results of these tests prove that Armstrong's Asphalt Tile is an excellent floor for use over radiant-heated subfloors. The service of Armstrong's Asphalt Tile is not affected and there is virtually no loss of heating efficiency.

Armstrong's Furniture Rests are recommended to prevent possible indentation of the floor by furniture legs. They have flat bearing surfaces which spread the load over a larger floor area.

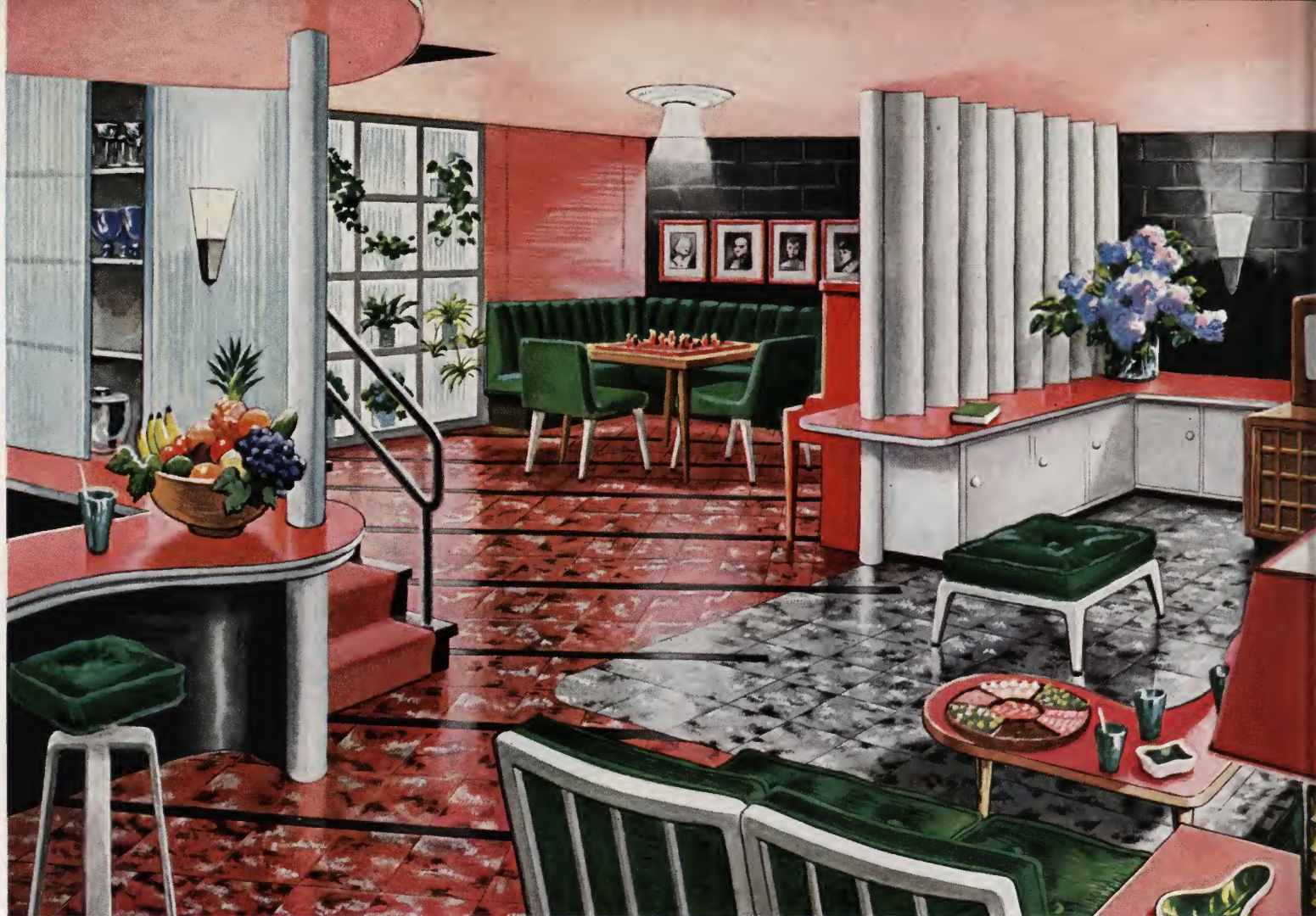
A BEAUTIFUL FLOOR AT LOW COST

Since Armstrong's Asphalt Tile is set by hand, a tile at a time, there's almost no limit to the design effects you can create. The wide range of colors in Armstrong's Asphalt Tile makes it easy to work out floor designs in keeping with any decorative scheme. You

can have a floor design that's completely original or adapt classic designs to your own color scheme and furnishings. This freedom of design gives you the advantage of custom styling at no extra cost. The Armstrong flooring merchant in your community will be glad to help you select a floor design to meet your requirements.

With so many advantages, you might expect Armstrong's Asphalt Tile to be expensive. Actually, your home can have handsome floors of this material at a surprisingly low cost. Armstrong's Asphalt Tile is known as "The Low-Cost Floor with the Luxury Look."®

A better
place to
entertain



Parties are gay in a room like this

This recreation room was planned for all types of entertaining. It's festive enough for a gala party, but with the decorative partitions it's also an inviting spot for a foursome of bridge. The way the floor of Armstrong's Asphalt Tile was designed plays an important part in the arrangement of the room, helps create the illusion of a room-within-a-room. This

floor makes parties more fun for the host and hostess, too. It's so easy to clean up after guests have gone. Spilled foods and beverages can be wiped up from the smooth surface without leaving a trace. Even cigarette burns are easy to remove. Armstrong's Asphalt Tile is a durable floor that will keep its beauty many years with a minimum of care and attention.

Rear-lighted glass panels create the effect of a window. Overlapped boards are used for a louvered partition. Cinnabar Marble No. C-324 and Pearl Gray Marble No. C-346, accented with strips of Black No. A-210, make a modern floor that sets the theme of the room.

*A better idea
for family
recreation*



This room leads a happy double life

In less time than it takes to put the youngsters to bed, this room can be converted from a children's playroom to an inviting place for adult entertainment. Hide the toys away on the shelves behind the draperies, turn over the fur-

niture cushions, and the transition is complete. The Armstrong's Asphalt Tile Floor does a lot to make the double life of this room practical. It has the handsome appearance and extra durability you need in a room that's used constantly.

Children play safely right on the floor of Armstrong's Asphalt Tile because it's so easy to keep clean. Playtime activities won't mar its lustrous beauty. Cedar Marble No. B-318, set off by feature strips of Yellow No. D-246, makes a beautiful and practical floor.





*A better
use of space
and color*

A colorful room for a modern house

Unconventional fixtures and materials are used in many modern homes because they serve better or cost less than traditional ones. In this basementless house, the fold-back louvered doors save space. Floor-to-ceiling windows make the outdoors part of the room's decoration. The fireplace gains new interest when it is raised above the floor level. Armstrong's Asphalt Tile

is a modern floor specially suited to this type of home. Unlike most flooring materials, it's not harmed by the alkaline moisture in grade level concrete subfloors. In addition, Armstrong's Asphalt Tile is an economical floor with unusual beauty. An allover floor pattern of Italian Red Marble No. D-365 provided the accent color that was repeated in the upholstery and bookcase.

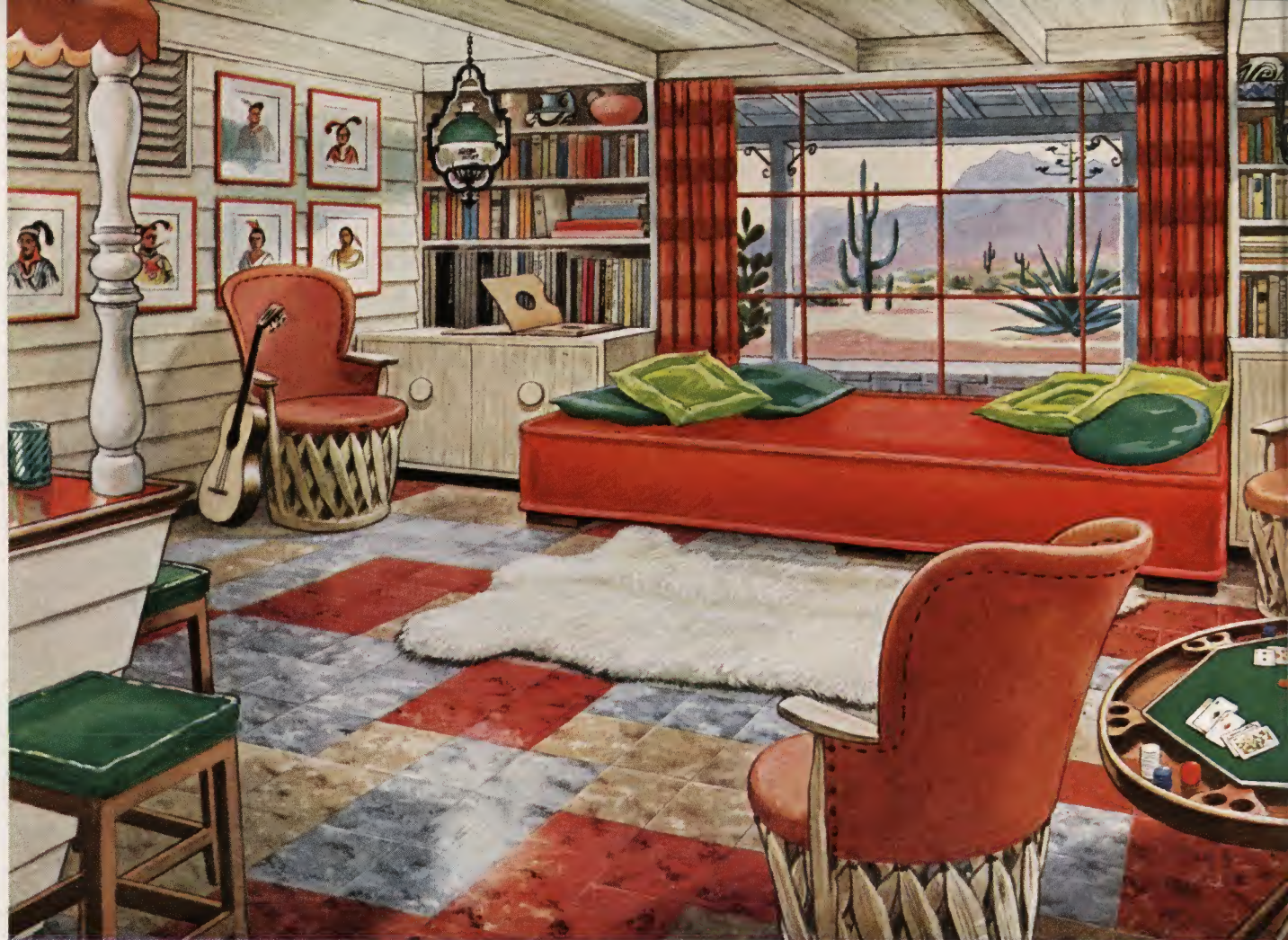


Today's bright new style in living rooms

Informality is the keynote in decorating the living room in this modern ranch house adaptation. Space is flexible with one end of the room used as a dining area, too. Picture windows help bring the beauty and color of attractive outside scenes into the room's decoration. The handsome floor of Armstrong's Asphalt Tile in Emerald Green Marble No. C-317 helps

capture more of the out-of-doors feeling. Beyond its decorative advantages, Armstrong's Asphalt Tile is a practical floor for ranch-type houses. Generally, this style of house has no basement. Instead, the concrete slab subfloor is directly on the ground. The moisture in such subfloors is harmful to most flooring materials, but it will not deteriorate Armstrong's Asphalt Tile.

A better
setting for
solid comfort



The ranch room—with Western hospitality

Here's a decorative idea that's as practical for a basement in any part of the country as it is for the den in a home in Arizona. If you don't have the mountains and cactus-studded desert actually outside the window, the scene can be painted on the wall. The floor of Armstrong's Asphalt Tile is practical for either basement rooms or basementless houses. It will take hard

wear for years and is not affected by alkaline moisture. Because there's a wide variety of colors that harmonize perfectly, it's easy to work out a random design that's all your own. The smooth surface of Armstrong's Asphalt Tile is easy to keep clean. Occasional washing and waxing are all that it takes to keep it looking as colorful and attractive as when it was new.

A basement view is easy to create by painting a "window" on the wall. Strips of wood separate the "panes" and give a third dimensional effect. Palomino Beige Marble No. C-326, Cinnabar Marble No. C-324, and Pearl Gray Marble No. C-346 provide informal color accents.



An inviting log cabin in the basement

Downstairs, you can have a complete change of atmosphere with a basement decorated like this one. The hunting lodge theme encourages a spirit of relaxation and fun. It's a room that doesn't have to be pampered. The log slab walls are durable and the

floor of Armstrong's Asphalt Tile can take a lot of rough usage without losing its beauty. Its smooth surface is easy to keep clean. Spilled things wipe up readily with a damp cloth. Even cigarette burns are easily removed by light scouring with fine steel wool.

Wild Duck insets are one of many inexpensive, ready-made decorations that can be used to carry out a room's theme in the floor. Here they're set into a field of Tokay Marble No. B-319 that blends with the rustic decoration.



*A better
to wa*

Laundry by day...playroom at night

Snack Bar swings down from a cupboard, completing the transformation. The durable wrought iron furniture with waterproof cushions is safe in the laundry, smart for parties. Goldenrod Marble No. D-327 with spot tiles of Ebony Marble No. B-305 make a gay floor.



You needn't give up the idea of a playroom just because your basement must house the laundry. Here's a way to have both in the same spot. Roll back the ironer, close the curtains, and all signs of washday disappear. This room's double role is made practical

by the floor of Armstrong's Asphalt Tile. It takes water and suds on washday with as little concern as it does dancing and scuffing feet from guests at a party. With minimum care, Armstrong's Asphalt Tile retains its colorful beauty through years of service.

approach
sh day



Who said a laundry couldn't be cheerful?

This basement laundry has more than the efficiency of modern appliances. It also has comfort and charm that make it a happy place to work. Window draperies, a flower bench, and a cupboard are inexpensive and useful disguises for the basement walls. A big reason for the room's cheerfulness is the colorful floor of

Armstrong's Asphalt Tile. It's ideal for a basement laundry. Soapy water won't harm its beauty, and its smooth surface is easy to keep clean. Basement moisture conditions have no effect on Armstrong's Asphalt Tile. In spite of hard usage, this durable floor will stay bright and cheerful looking for years.

Colorful decorations plus gleaming white cabinets and appliances overcome basement drabness. A floor of Armstrong's Asphalt Tile brightens the room, too. Bermuda Blue Marble No. D-354, Ebony Marble No. B-305, and Ivory Marble No. D-300 make this design.

A better
arrangement
for hobbies



A room for a family of many talents

Hobbies are more enjoyable when they can be worked conveniently. Make the basement bright and livable and you'll find it an ideal place for the family's leisure time activities. In a home work shop, it's important to have a floor that's both durable and easy to keep clean. Armstrong's Asphalt Tile meets these

needs. It's a floor that can take hard usage. Dust and dirt can be swept up quickly from its smooth surface. A colorful floor of Armstrong's Asphalt Tile is a real incentive to leave the room tidy. Since it's laid tile by tile, there's unlimited freedom of floor design. The wide color range makes endless variations possible.

A place for everything keeps this family hobby room uncluttered. The space is arranged so that everyone works without interference. This floor combines Regimental Blue Marble No. E-382 and Arizona Tan Marble No. E-383 in a striking over-all design.

A better place
for self-
expression



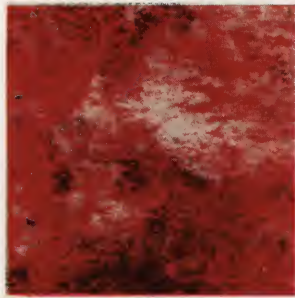
Your rumpus room can be anything you like

With a little imagination and a tongue-in-cheek attitude, you can decorate a rumpus room that's different. This "sidewalk cafe" is one example. The success of a room like this is achieved by lavish use of color. One of the easiest ways to gain color harmony is to start with the floor. In this room the red accent in the floor design has been used as the predominant color in

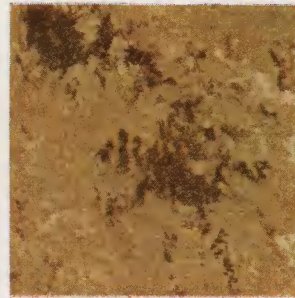
the rest of the decoration. The whole effect isn't expensive to create. The family handy-man can build most of the furnishings. You'll find that the floor of Armstrong's Asphalt Tile is surprisingly economical, too. You get double value because the same floor that solves the basement moisture problem can be designed to carry out any decorative scheme that you choose.

The paving block design in the floor of Armstrong's Asphalt Tile helps create the "sidewalk" atmosphere. This striking effect was created simply by setting feature strips of Spanish Red No. C-205 into an allover background of Pearl Gray Marble No. C-346.

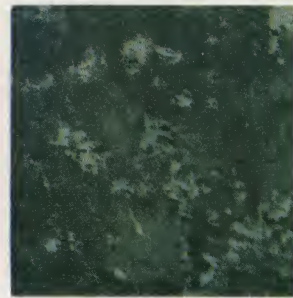
Wide Choice of Beautiful Colors Meets Any Decorative



Italian Red Marble No. D-365



Tan Marble No. C-325



Emerald Green Marble No. C-317



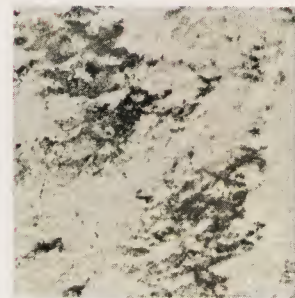
Tokay Marble No. B-319



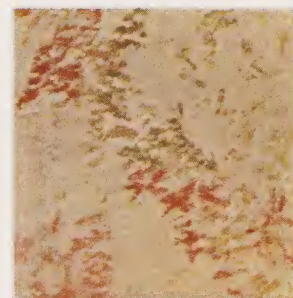
*Goldenrod Marble No. D-327



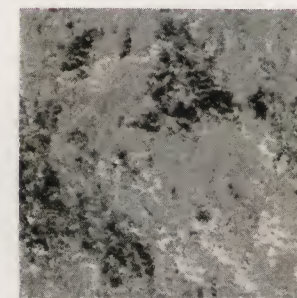
Dove Gray Marble No. C-348



*Ivory Marble No. D-300



Tennessee Marble No. D-342



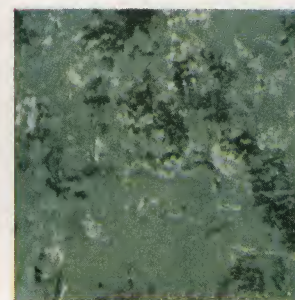
*Pearl Gray Marble No. C-346



Spanish Red No. C-205



*Cedar Marble No. B-318



*Surf Green Marble No. C-312



*Cinnabar Marble No. C-324



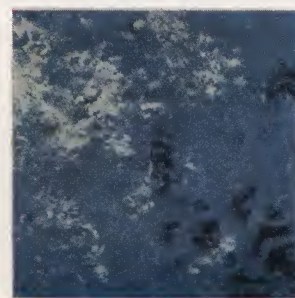
*Ebony Marble No. B-305



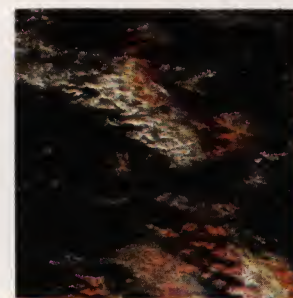
Pompeian Red No. A-200



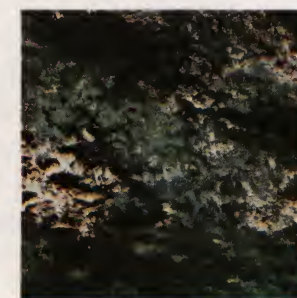
Cocoa Brown Marble No. C-329



Bermuda Blue Marble No. D-354



Agate Marble No. B-336

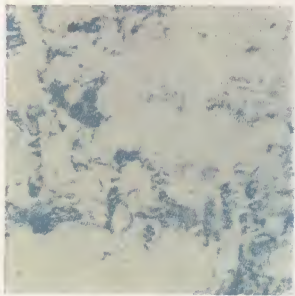


Antique Green Marble No. B-335



Black No. A-210

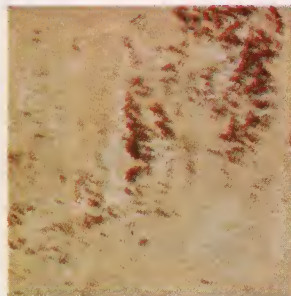
Scheme and Helps You Create Your Own Floor Design



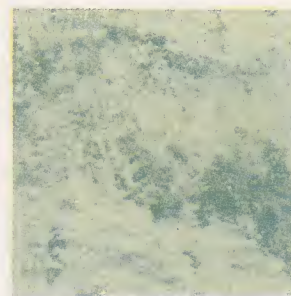
*Bermuda White Marble No. D-353



Cameo Gray Marble No. C-361



*Palomino Beige Marble No. C-326



*Surf White Marble No. D-314



Yellow No. D-246



Light Green No. C-257



White No. D-270



Garnet No. D-275

Designer's Palette Series "E" Colors

The unusual beauty in this exclusive Armstrong styling is created by blending light and dark shades of the same color. The muted tone-on-tone effect harmonizes with either modern or period decoration.



Nougat White Marble No. E-380



Mineral Gray Marble No. E-381



Regimental Blue Marble No. E-382



Arizona Tan Marble No. E-383



Briar Brown Marble No. E-384



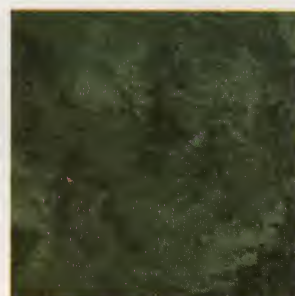
Coral Beige Marble No. E-385



Mulberry Rose Marble No. E-386



Buckskin Taupe Marble No. E-387



Polo Green Marble No. E-388



Honey Yellow Marble No. E-389



Oxheart Red Marble No. E-390

Feature Strips, available in 1", 2", and 3" widths in the plain colors shown above, can be used to add individuality to your floor design.

Greaseproof Asphalt Tile is recommended for kitchens and other areas where oil and grease may be spilled. It is available in colors marked with an asterisk (*).

Ready-Cut Insets of Armstrong's Asphalt Tile like the one illustrated below give extra style to your floor at surprisingly little cost. Ask your dealer to show you the complete selection. Special designs can also be cut to your specifications. Virtually any design can be duplicated in an inset of Armstrong's Asphalt Tile.



Four Aces No. 520

Typical designs you can create with Armstrong's Asphalt Tile

It's easy to create a distinctive floor with Armstrong's Asphalt Tile. Countless designs are possible by combining the various colors. Since this floor is laid block by block, you get the advantage of custom styling at very little cost. All colors in Armstrong's Asphalt Tile have been especially styled so that they harmonize with each other. Every floor should be planned with the room's use, shape, dimensions, and decorative theme in mind. Generally, the larger the area, the bolder the floor design and color contrasts. Narrow rooms tend to look wider with designs laid at right angles to the room's length. Dark areas can be substantially brightened with light-colored designs.



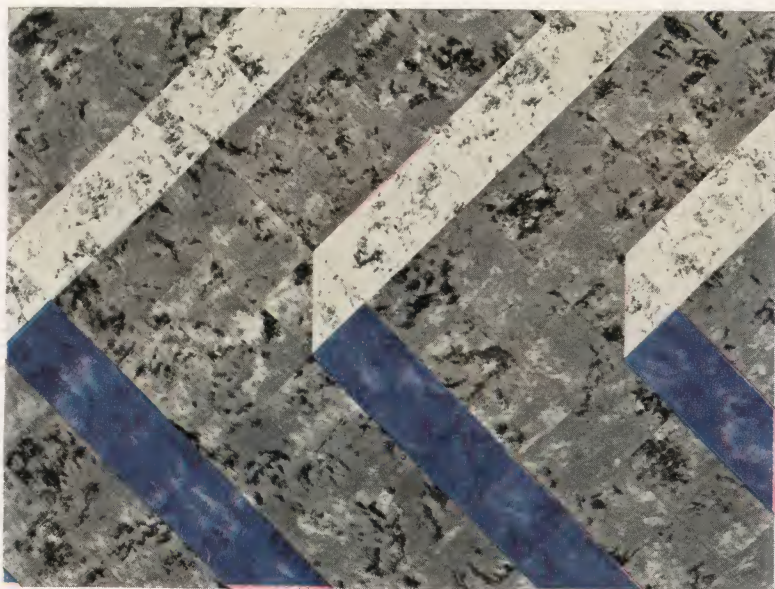
Carry this three-color striped effect across the entire room for dramatic color harmony. It can be done in many different color combinations. Here Cinnabar, Cedar, and Tennessee stripes have been turned on the diagonal for added interest.



Designs need not be elaborate to be attractive. You can create this striking effect by setting off a solid field with a contrasting border color. Polo Green and Honey Yellow, from the Designer's Palette Series, were used in this design.



This unusual effect is achieved simply by adapting the classic hollow square for three colors. It is particularly effective in large rooms. Other colors can be used as well as this Ebony, Bermuda White, and Regimental Blue combination.



Carefully chosen accent colors add interest to floor designs. Bermuda Blue and Ivory were used in this twisted-band effect, set into a background of Pearl Gray. This design gives the appearance of added width to long, narrow floor areas.



Bold color combinations in the floor design can brighten the appearance of a whole room. It is often wise to use two shades of a basic color with one that contrasts sharply. Here it's Buckskin Taupe, Briar Brown, and Honey Yellow.

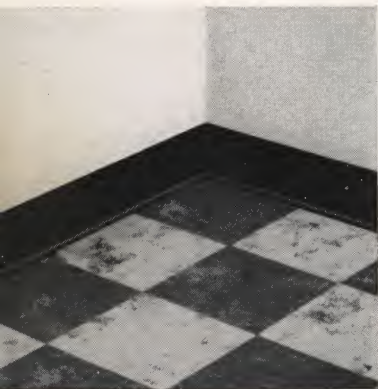


An offset in the middle of a stripe helps establish an aisle. Repeat the offset at intervals across each stripe and you get an interesting fret effect. In this color combination, Cedar stripes have been set into a field of Palomino Beige.



Here's another design to which feature strips give extra interest. Parallel bands of Emerald Green and Tennessee Marble are cut by three-inch stripes of Spanish Red. It's just one of many combinations of colors that can be used.

Smart ways to finish off your floor



Armstrong's Top-Set Asphalt Cove Base forms a smooth, curved surface between the wall and floor eliminating dirt-catching corners. It makes cleaning easier and adds to the finished look of your floor. It comes in a variety of plain and marbled colors, four or six inches high.



Armstrong's Asphalt Beveled Edging provides an inexpensive way to protect any exposed edges of your asphalt tile floor. This tapered strip shields the edge of the floor from damage at doorways, for example, and minimizes the danger of tripping. Made in black, 1" wide strips.

Your floor will remain beautiful for years with a minimum of care



Sweeping or dry mopping is all the daily care normally needed for floors of Armstrong's Asphalt Tile. Frequent washing is unnecessary. Periodic waxing with Armstrong's Linogloss® Wax protects the floor from wear, makes dirt and dust easier to sweep away. When the floor becomes extra soiled, clean with Armstrong's Cleaning Powder and re-wax with a light application of Linogloss to restore its original beauty.



Most furniture has its weight concentrated on a small floor area. This mats down rugs and carpets and may indent resilient floors. Because of its thermoplastic qualities, asphalt tile indents somewhat more easily when exposed to direct summer sunlight, or when radiant heating temperatures run above normal. Armstrong's Furniture Rests spread furniture weights over a surface large enough to solve indentation problems completely.

How your Armstrong merchant can help you...



The Armstrong flooring merchant in your community will be glad to show you actual samples of Armstrong's Asphalt Tile and demonstrate the countless ways in which the colors can be combined. If you have a particular design or color scheme in mind, he will help you work it out. If you do not already have a preference, he can suggest designs for your approval. He has wide experience in working out original and distinctive floor designs.

Your Armstrong merchant will give you an estimate on the cost of installing your new floor. He can also give you instructions if you decide to install the floor yourself. Either way, you'll be surprised how little it costs to have a beautiful, modern floor of Armstrong's Asphalt Tile.

